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In Re Application of:

Application No. : 09/729,783 Confirmation No. 7720
Applicant : SHOPSOWITZ, Noah Shalom
Filed : December 6, 2000
Title: METHOD AND APPARATUS FOR PROVIDING
INTERACTIVE MANAGEMENT OF BRANDED
MULTIMEDIA CONTENT AND ADVERTISING
TC/A.U. : 3622
Examiner : M. KEMPER
Docket No. : 5938-155 GDK
Customer No. : 24223

Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450
U S A

AMENDMENT

Sir:

This is responsive to the Office Action dated February 12, 2004, issued in connection with the above-identified patent application. A response to this Office Action was due to be filed by May 12, 2004. The period for response has been extended for three months by the accompanying Petition for Extension of Time up to and including August 12, 2004. Kindly amend the present application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims, which begin on page 3 of this paper.

Remarks/Arguments begin on page 5 of this paper.

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FROM: Geoffrey B. C. deKleine / (416) 595-1155 ext 325

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PTO/SB/97 (08-03)

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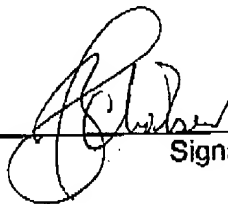
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